

Sign Ordinance Workshops

May 11, 12, & 13, 2009

Citizen Input Summary

(Big Pine Key, Key West, Key Largo)

Big Pine Key

May 11, 2009

- Inexpensive Variance Mechanism
- Special Master → Back to Citizens
- Have the County Request that FDOT Allow the use of portions of the right of way, make sure it's consistent.
- Change the Sign Limit - Number of signs allowed.
- Don't take the signs without notifying the owner.
- Assist the Community as opposed to using adversarial tactics.
- Landscape Requirements along US1 for retail businesses.
- Sign copy size visible from US1 for sight/visual acuity at distances.
- Clarification of signage on Vehicles.
- More Flexibility with the Code.
- Use Clustered Signs for Multiple businesses.
- Allow Temporary Banners.
- Permit Sandwich Board signs (A-Frames) with allowable design standards. 1 Per Business *Bring it in at night*
- Address Sign issues, when there is a problem, using a more one-on-one basis.

Key West

May 12, 2009

- Separate Code Issues and Community Signage.
- Research Using Impact Fees for Community Signs.
- Interim Signage - simple, clear, block letters and these interim signs fall under different criteria.
- Type of Business ("Eatery", "Bakery")
- Take In At night.
- County Sponsored Signage for unincorporated Areas located off US1 (eg. Geiger Key, Working Waterfronts)
- FDOT Right of Way Opportunities for Signage.
- Size and Visual Acuity.
- Consider Economic Hardship when a variance is applied for.
- Review criteria for variances in general.
- Place Community Welcome signs at the start of all unincorporated areas of the keys; "Welcome to Tavernier" "Welcome to Key Largo."
- Equity for businesses located off US1. (off-premise signs)
 - cost of lease.
 - width of Right-of-Way.
- Make the ordinance Fair, Concise.
- Opposed to Violators.
- Need to keep Wind Load and all other design standards.
- Staff Responsive.
- Issue with those leaving hurricane straps on signs.

Key Largo

May 13, 2009

- Code Clarification
 - add example photos
 - Where did 24' height requirement come from (ground mounted sign)
- The sign size must be legible from US1.
- Multiple signs on one pole.
- Modifications for landscaped median.
- Right-of-Way relative to Key Largo Livable CommuniKeys Plan.
- More in Regulations about Electronic Signs.
- Signs important for safety in finding businesses.
- Signage for Communities of businesses.
- Include Economic Hardship for variances.
- "Points of Interest" Signage.
- Expedite Permitting
 - Sign Approval within 7 days.
- Why was there a sign sweep during this economic crisis?
- Loosen regulations during an economic downturn.
- Allow Sandwich Boards.
- Larger Banners and or signs when the business is farther off the highway.
- Off-Premise Directional Signs for Sites located off US1.

Key Largo Continued- Chamber of Commerce:

- Can't See A Lot of the Signs, overshoots the business.
- Signs must be visible, attractive, well-maintained, professionally created and of a sufficient size to do the job.
- Simplify the code.
- Show Pictures of what is not allowed.
- What Studies were consulted to determine the maximum height or surface areas of the signs.
- FDOT Setbacks: The right of way follows the old railroad tracks and is of varying widths throughout the Keys.
- Consolidate all the utilities to one set of poles. This would beautify the highway by reducing clutter and making existing signage more effective.
- Review the regulations for double faced signs, especially where one side can not be seen at all.

County-Wide Sign Ordinance Workshops

May 11, 12, & 13, 2009

Sign Ordinance Questionnaire Summary

Questionnaire results from Big Pine Key, Key West, and Key Largo

What do you like most about the current sign regulations?

- Protection of the right-of-way
- Limitation to number
- Having regulation and an effort to improve them
- That there are regulations
- Currently, the sign regulations are not an eyesore and allows everyone to enjoy the environment
- Don't Like. Does not address needs of individual businesses
- Too rigid
- That tacky cardboard or plywood homemade signs are not allowed!
- Not sure, they are not easy to learn about. However, I do like that we don't have thousands of billboards along the Keys to destroy the views and be "overload" when driving.
- Nothing
- It does not allow trash
- I like the idea that signs should be regulated for safety. Common sense needs to be factored into the equation.
- That there are some regulations
- It is regulated.

What do you like least about the current sign regulations?

- I don't know if it is a regulation, but I have noticed that mist signs are not luminated and very easy to be passed by after dark.
- Too strict. People can't see my Key Largo store when they pass. I need sandwich boards and banners to get people in the door. Without the signs and banners, I will have to close the store.
- Had to upgrade to current signs. People are unable to have additional signs due to look, but older signs look worse.
- No attention seems to be evident in so far as any consideration to aesthetics.
- No uniformity that should be here, grandfathering and all.
- Those who already have are fine. Those that do not are penalized.
- Too restrictive. No real sunset clause.
- Businesses that obey the rules are paying the price for businesses that don't play by the rules and are allowed to do so.
- Signs too small. Regulations do not take account signage standards.
- Current banner rules, sandwich board sign rules.
- No flexibility.
- Too restrictive for businesses. A-frames should be allowed with size, color, font size defined. Non-conforming should be ticketed (No cardboard, plywood, or abandoned vehicles).
- You can't find them easily and they do seem too restrictive, resulting in businesses putting up ugly, temporary sign vs good ones.
- That signage is prohibited. Sandwich boards should be allowed.
- Over enforced, capricious, untimely.
- It does not allow crucial signage that most businesses must have to survive.
- They are not regulated with impartiality (I ran over election signs with my lawn mower). Code restrictions /fees are ridiculous.
- Restrictions to banners and sandwich boards.
- Too restrictive for drivers to see.
- Too harsh. Need compromise.

If anything, what would help to make the sign regulations better?

- Look over Key Largo's LCP/Corridor Enhancement Plan; Overseas Heritage Trail path; Scenic Highway designation.
- I would like to see the signs have the right brightness (not too much like the Marriot) so they could be visible.
- Allow sandwich boards and banners to attract business. Do not limit banners to 60 days. Removal of these signs will destroy my business!!
- Economic downturns to have restrictions lifted.
- A sensitivity to the fact that Key Largo is the gateway to all of the Keys. Please try to make this gateway seemingly attractive.
- Allowing off premise signage and a sign ordinance that has some "teeth" in it, so it may be enforced and business owners feel fairly treated.
- If you do not provide a means for businesses to direct people to their location, the illegal signage will continue (or grow as economy tanks). Cost of enforcement will rise.
- Reduce size of large frontage signs and increase size of small and medium frontages.
- Take a look at exists on the Turnpike or Interstate. They have signs with multiple logos, names, or symbols with their respective mileage from the exit. That could be used to anticipate motorists.
- Too much inconsistency. Work with community.
- Allow banners for certain periods of time and sandwich boards completely (daily) with rules.
- Code to meet with individual business to help create best sign legally.
- Manage quality of signs. Make sure enforcement is consistent
- Set a standards for easy to see signs that motorists can identify businesses and places to stop well ahead of time vs "oops, I just passed ..." US 1 is too hard to turn around on Hilton Head Island, SC has a great example of a restrictive, yet attractive sign standard system which is useful to motorists.
- To allow sandwich boards, but have permits or regulations. Take them in when you are not open.
- We need a rule set that is flexible to provide signage that is needed while avoiding excesses that would be objectionable to the general public.
- As with all (most) code requirements, engineering is required. Business will charge what the market will bare. Do the math. If you want to make a difference, put an engineer(s) on staff.
- Relax the restrictions.
- Use the kin of sign the County makes for businesses with road construction in front.
- Uniformity, regulations that truly work, As in – people can see what businesses are there.



County of Monroe
Growth Management Division
Planning and Environmental Resources Department

Sign Code Research Summary

Background

The following were examined in preparation for drafting a revision to Monroe County's sign code:

- ❖ Martha's Vineyard, MA
 - Oak Bluffs Zoning By-Laws
 - Edgartown Zoning By-Laws
 - Dukes County Code
- ❖ Aspen, CO
 - City of Aspen Municipal Code
 - Top of the Rockies National Scenic Byway Corridor Management Plan
 - Pitkin County Code
- ❖ Pacific Coast Scenic Byway, OR, Corridor Management Plan
- ❖ Carmel-by-the-Sea, CA (on the CA Pacific Coast Highway)
 - Carmel-by-the-Sea Municipal Code
 - Monterey County Municipal Code
- ❖ Big Sur Coast Highway, CA (All American Road)
 - Big Sur Coast Highway Management Plan (CHMP)
 - Big Sur Coast Highway Guidelines for Corridor Aesthetics
 - San Luis Obispo County Coastal Zone Land Use Ordinance
- ❖ Hilton Head Island, SC
 - Town of Hilton Head Island Design Guide
 - Town of Hilton Head Island Comprehensive Plan
 - Town of Hilton Head Island Land Management Ordinance
 - Beaufort County, SC, Code of Ordinances
- ❖ Melbourne, FL (Indian River Lagoon NSB)
 - City of Melbourne Code
 - Brevard County Code of Ordinances
 - Indian River Lagoon Corridor Management Plan
- ❖ Sebastian, FL (Indian River Lagoon NSB)
 - Land Development Code
 - Indian River County Code of Ordinances
- ❖ Longboat Key
 - Longboat Key Code of Ordinances
- ❖ Miramar, FL
 - Land Development Code

These are communities with somewhat similar conditions to ours regarding business signage, and were suggested by Monroe County Commissioner Heather Carruthers, Craig James, FDOT District 6, Mike Palozzi, PBS&J, Dennis Adams, America's Byways Resource Center, public meeting attendees, and staff.

The document "*Relevant Signage Code Excerpts*" contains excerpts of the code reviewed that are pertinent to the issues we are addressing in our code revision. The website address for each relevant sign code is included in that document, as well. Staff has reviewed this information and taken it into consideration while writing the draft revision to Monroe County's Sign Code.

Summary

County, City, and Scenic Highway Generalizations

Most of the Counties' sign codes examined are less stringent than Monroe County's and did not provide design standards other than size (which were similar or the same as ours). In general, they do not have the issues we are facing in their unincorporated areas. The city codes contain more rigorous standards or at least suggested guidelines, although some were geared specifically toward pedestrian traffic (Carmel – reviewed, Fort Myers Beach and Siesta Key – not reviewed as the speed limit is 20 mph in the business districts). The corridor management plans of the designated scenic highways reviewed deferred to county and city signage codes. Of all of the code reviewed, only Melbourne has design standards specific to scenic corridors:

City of Melbourne Code

Appendix D, Article I. SCENIC CORRIDORS

Sec. 9.02. Design standards for scenic corridors.

(b) Signage. Signage meeting the standards below shall be required for any detached signage proposed along any scenic corridor right-of-way frontage. Such detached signage shall meet the following standards:

- (1) Detached signage shall not exceed twelve (12) feet in height above grade to the maximum extent of the sign.*
- (2) Detached signage shall not exceed a maximum square footage of seventy-two (72) square feet.*
- (3) Signage shall also be landscaped with unique landscape treatment, which may include but not be limited to flowers, shrubs, bushes, and other plantings.*
- (4) All other standards of Chapter 25, city Code, shall apply including design, structural requirements and maintenance.*

A-frame (Sandwich Board) Signs

Most places banned A-frame signs except:

Aspen

- permitted but revocable if criteria is not met or determined to be a nuisance
- temporary carried sandwich board signs are allowed for a limited duration (advertising a sale or special)

Melbourne

- temporary limited to 7 days for the opening of a new business

Vehicle Signs

All that addressed vehicle signs had similar language to Monroe County's code allowing incidental signs (vehicle's primary purpose is not advertising). Our code goes further in defining types of vehicles that are not allowed for advertising and where they are not allowed. Aspen's code states succinctly,

Street blimps. Parked or traveling cars used primarily for advertising, sometimes referred to as "street blimps," are prohibited. Vehicle signage incidental to the vehicle's primary use is exempt.

Banners

Comparable size standards for banners were found across the board. Some places require permits, some allow on a temporary basis only. Several addressed streamers, balloons, inflatables, or "other notice-attracting appendages" in the same section, prohibiting them or allowing them on a temporary basis only (for a sale, for instance).

State Right-of-Way

All of the locations examined have the same restrictions on signs in the state right-of-way (advertising and business signs are prohibited).

Off-Premises Signs

When code addressed off-premises signs it was typically regarding billboards with the erection of new billboards being prohibited on scenic highways. Indian River County, however, has code addressing off-premises directional signage, as well:

Section 956.16. Regulations for permanent identification signs requiring permits.

e) Off-premise directional signs. Off-premise directional sign shall be permitted after satisfying the following conditions:

1. Off-premise directional signs area. Sign area shall comply with Table I "Schedule of Regulations for Permanent Signs Requiring Permits," except that on I-95 the maximum area shall not exceed three hundred (300) square feet.

2. Sign location. Off-premise directional signs shall be located in the CG, CH, IL, or IG zoning districts. Off-premise signs may be allowed on the same site as on-premise signs provided that a one thousand-foot separation distance is maintained between the off-premise sign and any other sign on the site.

3. Spacing of signs. Off-premise directional signs visible to the same flow of traffic on the same side of the main traveled way shall not be closer than one thousand (1,000) feet apart. More than one off-premise sign may be permitted on a single parcel provided such signs are spaced a minimum distance of one thousand (1,000) feet from all existing freestanding signs, except that on Interstate 95 sign separation distance shall be a minimum of one thousand five hundred (1,500) feet.

The minimum distance between two (2) off-premise signs located at the intersection of two (2) streets and facing different flows of traffic at right angles to each other shall be one hundred (100) feet apart. Back-to-back signs are permitted.

4. Sign height. Off-premise signs shall not exceed the height limitations for the district in which the sign is located, except that such signs located on Interstate 95 shall not exceed fifty (50) feet in height. In addition, section 956.18(2) provides for the board of county commissioners to review and take action on any such signs which may be protected by the Federal Highway Beautification Act of 1965 and/or Chapter 479, Florida Statutes.

(Note: the above mentioned Federal Highway Beautification Act of 1965 and Chapter 479, Florida Statutes, prohibit the erection of new billboards on scenic highways.)

Economic Hardship

The code examined did not include language related to “economic hardship.”

Design Standards

Regarding sign size, all of the examined code was similar. Not many addressed guidelines for color, font, and materials; those that did generally encouraged making signs simple, legible, and “harmonious” or “compatible” with the visual setting/landscape. A few prohibited “day-glow” colors and suggested using contrasting colors for text and background. Aspen imposes a maximum letter height and logo size. And the Town of Hilton Head Island requires standard geometric shapes for signs and can disapprove a permit for aesthetics even if it complies with all code requirements.

Concerning sign content, Carmel, Miramar, and Hilton Head Island all have language stating that a sign may be used for identification only and not as advertising or as a “notice-attracting device.” Aspen regulates content further, prohibiting signs with untruthful or misleading information, unsafe signs imitating traffic signs or signals, and signs with optical illusions in the design.

Other

- Rope/strip lights – Aspen prohibits on buildings and signs to attract attention. Other restrictions were not found in the code examined (such as the prohibition of lights on trees in the right-of-way).
- Outdoor merchandise – Edgartown restricts the placement of merchandise outdoors if it is for advertising purposes and would be more appropriately displayed indoors (clothing, dry goods and foods).
- Hawkers – only Aspen addressed hawkers in allowing the following:
Temporary sandwich board signs which are carried by a person and are advertising or identifying a special, unique or limited activity, service, product or sale of a limited duration.
- Hurricane warnings – Only Melbourne addressed taking down signs in case of a hurricane:
Hurricane warnings. Within twenty-four (24) hours of a designated hurricane warning, as issued by the National Hurricane Center, the following type signs shall be removed:
 - a. All portable signs;*
 - b. All banner or banner signs;*
 - c. All outdoor advertising displays.**Said signs may be re-erected after the potential danger has passed.*



County of Monroe
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Relevant Sign Code Excerpts

This document contains excerpts of the code reviewed that are pertinent to the issues we are addressing in our code revision. The website address for each relevant sign code is included, as well. Staff has reviewed this information and taken it into consideration while writing the draft revision to Monroe County's Sign Code.

OAK BLUFFS, MA

Zoning By-Laws, Town of Oak Bluffs, MA

(http://www.ci.oak-bluffs.ma.us/pdf/building_dept/OBZoningBy-LawsDCPCRegs.pdf)

5.3.5 Design Standards and Guidelines.

1. Color. Color should enhance the sign's legibility and compliment the sign's visual setting which may include the materials and styles of nearby buildings and landscape. Color choices indicated on this by-law's color chart are preferred.
2. Design. Design, including graphics, should be simple, legible, appropriate to the activity, and compatible with nearby architecture and/or landscape.
3. Material. Materials should be visually compatible with the materials of a buildings facade, materials recommended; wood, MDO plywood or metal. The use of plastic should be discouraged.
4. Placement. Placement should respect the basic design of a facade (preferably the design of the original facade) should relate to the positions of nearby signs, and should not obscure architectural/visual themes such as views, architectural shapes, spaces and details which are characteristic of the area.

5.3.7 Signs Allowed in all Districts.

6. Temporary Signs Requiring Review by the Advisory Sign Review Board. A sign which describes or relates to a special situation or event may be maintained for a continuous period of not more than 30 days, except if a longer period is specified below. The temporary signs listed below are allowed provided the following conditions are met:
 - g. Vehicular Signs. One sign is permitted for the left and right sides of the vehicle. Maximum 2 signs per vehicle. Maximum 5 square feet for each sign.

EDGARTOWN, MA

Zoning By-Laws, Town of Oak Bluffs, MA

(www.ci.edgartown.ma.us)

Article XV, Sign Regulations

15.4 General Requirements

- a. Character. All signs shall be professional in quality and shall not detract from the overall character of Edgartown; they should be constructed to provide pertinent information, but should not become visually, dominant elements in their intended surroundings. Accordingly, materials,

designs and colors should be chosen to reflect and be harmonious with surrounding vistas and architecture. Day-glow and luminescent colors shall not be permitted.

f. Outdoor merchandise: In determining whether outdoor display of merchandise or representation shall be permitted, consideration shall be given to whether the item (s) is more appropriately displayed outdoors rather than indoors and to the relative amount and location of the outdoor space to be so utilized. For purposes of this by-law, clothing, dry goods and foods generally are not considered appropriate for outdoor display. Ice and beverage dispensing machines may be allowed outdoors if shielded from public view, in a manner appropriate to the particular locations and only after a sign permit has been granted. Other food dispensing machines or other vending machines (e.g. snacks, sandwiches, candy, cigarettes, etc.) are not permitted outdoors. Businesses wishing to display allowable outdoor merchandise must submit a merchandising display plan as part of their application.

15.8 Requirements for Signs in Historic Districts

b. Character: The general appearance of a sign erected in an Historic District should not clash with its surroundings. The use of attention-getting devices such as, but not limited to the following, will be discouraged:

1. Superfluous, "busy" or otherwise unnecessary borders and or shapes.
2. Non-conventional typefaces
3. Bright colors, either in lettering, shapes, background or borders.

f. Guidelines for Review of Application

2. Complicated or cluttered design will be discouraged. This is not meant to exclude the use of a depiction of the product (s) or service (s) available, but rather to discourage the depiction of multiple products or services available.

ASPEN, CO

(Note: Aspen addresses vehicle signage three times in its code, and they permit sandwich board signs.)

City of Aspen Municipal Code

(<http://www.aspenpitkin.com/pdfs/depts/38/coaspen26-500.pdf>)

Sec. 26.510.030. Procedure for sign permit approval.

B. Exempt signs.

3. Banners, pennants, streamers and balloons and other gas-filled figures. Temporary banners, pennants, streamers, balloons and inflatables shall be permitted per Subsection 26.510.110.B, Policies regarding signage on public property. Streamers and balloons shall be permitted in association with a retail special event or sale of limited duration.

11. Incidental signs on vehicles. Signs placed on or affixed to vehicles or trailers where the sign is incidental to the primary use of the vehicle or trailer. This is in no way intended to permit signs placed on or affixed to vehicles or trailers which are parked on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product, service or activity or direct people to a business or activity located on the same or nearby property.

Sec. 26.510.040. Prohibited signs.

A. "A" frame, sandwich board and sidewalk or curb signs except as allowed per Paragraph 26.510.130.D.1.e.

1. Search lights or beacons except as approved per Subsection 26.575.150.H, Outdoor lighting, Exemptions.

K. Signs containing untruthful or misleading information.

L. Signs creating optical illusion. Signs with optical illusion of movement by means of a design which presents a pattern capable of reversible perspective, giving the illusion of motion or changing of copy.

N. Signs on parked vehicles. Signs placed on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product, service or activity or direct people to a business or activity located on the same or nearby property. However, this is not in any way intended to prohibit signs placed on or affixed to vehicles and trailers, such as lettering on motor vehicles, where the sign is incidental to the primary use of the vehicle or trailer.

P. Strings of light and strip lighting. Strip lighting outlining commercial structures and used to attract attention for commercial purposes and strings of light bulbs used in any connection with commercial premises unless the lights shall be shielded and comply with Section 26.575.150, Outdoor lighting.

Q. Unsafe signs. Any sign which:

6. Uses any words, phrases, symbols or characters implying the existence of danger or the need for stopping or maneuvering of a motor vehicle or creates, in any other way, an unsafe distraction for vehicle operators or pedestrians;

R. Street blimps. Parked or traveling cars used primarily for advertising, sometimes referred to as "street blimps," are prohibited. Vehicle signage incidental to the vehicle's primary use is exempt.

Sec. 26.510.120. Temporary signs.

C. Nonresidential uses and nonresidential Zone Districts. For all nonresidential uses and nonresidential Zone Districts, only the following temporary signs are permitted, in addition to the signs permitted under Section 26.510.030, Procedure for sign permit approval and then only if accessory and incidental to a permitted or conditional use:

1. Temporary sandwich board signs carried by a person. Temporary sandwich board signs which are carried by a person and are advertising or identifying a special, unique or limited activity, service, product or sale of a limited duration or identifying a restaurant menu, subject to the following:

a. Type. The temporary sandwich board shall be a sign carried by a person.

b. Number. There shall be not more than one (1) such temporary sign per use at any one time.

c. Area. The area of the temporary sign shall not exceed six (6) square feet per side.

Sec. 26.510.130. Zone District sign restrictions

D. Commercial uses.

1. Business or occupancy identification signs.

e. Portable and sandwich board signs. Portable and sandwich board signs shall be permitted in the Commercial Core (CC) and Commercial (C-1) Zone Districts. Portable and sandwich board signs are limited to retail and restaurant uses. Portable and sandwich board signs are prohibited for office uses.

- (1) Portable sandwich board signs are limited to nine (9) square feet in size and shall not count in the aggregate sign area.
- (2) Businesses are limited to one (1) sandwich board or portable sign per business.
- (3) Portable sandwich board signs must be made primarily of wood or metal and must have a professional finish.
- (4) Insets must be chalkboard. Dry erase boards are prohibited.
- (5) A six (6) foot travel width must be maintained on sidewalks and an eight (8) foot travel width on the pedestrian malls.
- (6) Sandwich board and portable signs are not permitted on rights-of-way or pedestrian malls overnight.
- (7) A separate sandwich board sign permit must be approved by the Zoning Officer and shall meet the following requirements:
 - a. The Zoning Officer shall take into consideration safety issues with regards to the placement of the sign.
 - b. The sign shall have a professional finish and be consistent with the community character.
 - c. Permits for sandwich board signs shall be revocable by the Zoning Officer if the above criteria are not met or, in the opinion of the Zoning Officer, the sign creates a visual nuisance.

Sign Measurements

No lettering on any sign, including cutout letter signs, can exceed twelve inches in height, except the first letter in each word, which cannot exceed eighteen inches in height. No logo on any sign, including cutout letter signs, can exceed eighteen inches in height and eighteen inches in length.

CARMEL-BY-THE-SEA, CA

City of Carmel-by-the-Sea Municipal Code

(<http://www.codepublishing.com/CA/carmel.html>)

17.40.010 Purpose.

Business signs typically are made of wood and are oriented toward the pedestrian rather than the automobile.

These standards and guidelines ensure that signage is used as identification and not as advertisement or a notice-attracting device.

Encourage business signs that are simple in graphic design, informative of the business use, and compatible in color and design with adjoining structures.

C. Prohibited signs and displays include those which are visible from exterior areas accessible to pedestrians and which are flashing, self-illuminated, neon, phosphorescent, glossy, incorporate internal lights or movement or that include strings of small lights around doors or windows. Also prohibited are exterior signs, displays or other installations that include balloons, streamers, or other notice-attracting appendages.

B. Planning Commission Approval.

2. Location. Signs shall be pedestrian-oriented except for gas stations and motels that are recognized by the City as predominantly vehicle-oriented business.

Big Sur Coast Highway (All American Road)

Coast Highway Management Plan

(http://www.dot.ca.gov/dist05/projects/bigsur/pdfs/CMP_final_Mar2004.pdf)

Strategy B-1: Clean Roadsides

The proliferation of visual clutter threatens aspects of the corridor's scenic qualities. By contrast, a cleaner (less cluttered) roadside environment is also safer for the highway traveler.

B-1.1 Practice "net loss" of clutter throughout the corridor where requests for adding features (including signs) within the corridor must demonstrate visual compatibility and any residual impacts must be offset. (Caltrans, Immediate)

B-1.2 Adopt and implement *Guidelines for Corridor Aesthetics* for the Big Sur Coast to address the broad variety of features associated with the highway and along the corridor that can contribute or detract from overall scenic qualities. (Caltrans, Immediate)

Guidelines for Corridor Aesthetics

(http://www.dot.ca.gov/dist05/projects/bigsur/pdfs/aesth_guide_mar03.pdf)

Sign ordinances implemented by the counties of Monterey and San Luis Obispo regulate signage outside the highway right-of-way.

(Note: Monterey County's and San Luis Obispo County's sign codes were less stringent than ours and did not provide design standards other than size.)

Hilton Head Island, SC

Town of Hilton Head Island Design Guide

(<http://www.hiltonheadislandsc.gov/Depts/plng/plans/designguide.pdf>)

Signs. Signs should serve to identify the business or development and not act as advertisements. Tenant signs should be uniform in design and placed on the façade of the tenant space. Lighting, if used, must be completely shielded from streets and pathways. Bright colors and reflective surfaces should be avoided or very limited in size. Freestanding or monument signs should be placed in logical locations near the project's entrance drive. They should provide strong visual interest, three dimensional design and high quality, durable construction. Vinyl copy on painted plywood supported by 4X4 wood posts does not demonstrate Island Character. Adequate landscaping must be provided to blend the sign into the site. For façade signs adequate wall space must be provided in a location that will allow the sign to function properly while also appear as if it "belongs" with the building.

Land Management Ordinance, Town of Hilton Head, South Carolina

(<http://www.municode.com/resources/gateway.asp?pid=14271&sid=40>)

Sec. 16-3-906. Approval by Design Review Board

A. All signs, with the exception of real estate, project and temporary signs shall require approval by the Design Review Board prior to issuance of a permit by the Administrator.

B. The Design Review Board may approve, approve with conditions, or deny a permit for a proposed sign.

C. The Design Review Board may disapprove the sign or sign alteration for aesthetic reasons even if the sign complies with all the requirements of this Article.

Beaufort County, SC

Beaufort County, SC, Code of Ordinances

(<http://www.municode.com/Resources/gateway.asp?pid=10400&sid=40>)

ARTICLE XV. SIGNS

Sec. 106-3143. Prohibited signs.

- 5) Moving signs or signs having moving parts;
- (6) Signs using the words "stop," "danger" or any other word, phrase, symbol or character in a manner that might mislead, confuse or distract a vehicle driver;
- (10) Portable commercial signs or vehicle movable commercial signs except business identification painted on or magnetically attached to business cars and trucks;

Sec. 106-3171. General sign requirements.

- (5) *Design.* Sign shapes shall be composed of standard geometric shapes and/or letters of the alphabet only and shall not be in the shape of a sponsor motif (bottles, hamburgers, human or animal figures, etc.). All elements of a sign structure shall be unified in such a way not to be construed as being more than one sign. Outcrops on signs are prohibited.

Sec. 106-3176. Signage requirements for corridor overlay district

- (2) *Sign design and materials.* Sign design and materials shall be as follows:
 - a. Signage, including overall design, materials, colors and illumination must be compatible with the overall design of the main building. Details of the sign, such as typeface and layout, shall be subject to minimal review only to prevent obtrusive designs.
 - b. An integrated sign system shall be required for all new commercial and residential subdivisions and land developments. These systems shall be reviewed for materials, colors, shapes, sizes, compatibility with architecture and establishment of unity of design for the proposed development. In addition, the following standards shall apply:
 - 3. Any graphic accent color (i.e., black, dark blue, grays and other dark or strong colors) may be used for graphic accents only. Corporate logos shall be reviewed on a case-by-case basis.

Melbourne, FL (Indian River Lagoon NSB)

(Note: Melbourne has the only code I have seen in this exercise that has standards specifically for the scenic corridor. Also addresses signs in right of way and hurricane warnings.)

City of Melbourne Code

(<http://www.municode.com/resources/gateway.asp?pid=10710&sid=9>)

Appendix D, Article I. SCENIC CORRIDORS

Sec. 9.02. Design standards for scenic corridors.

(b) *Signage.* Signage meeting the standards below shall be required for any detached signage proposed along any scenic corridor right-of-way frontage. Such detached signage shall meet the following standards:

- (1) Detached signage shall not exceed twelve (12) feet in height above grade to the maximum extent of the sign.
- (2) Detached signage shall not exceed a maximum square footage of seventy-two (72) square feet.
- (3) Signage shall also be landscaped with unique landscape treatment, which may include but not be limited to flowers, shrubs, bushes, and other plantings.
- (4) All other standards of Chapter 25, city Code, shall apply including design, structural requirements and maintenance.

Chapter 25 SIGNS AND ADVERTISING*

- (6) *Banners or banner signs.*

a. Banners, banner signs, pennants, searchlights, twirling signs, "A" frame, sandwich board signs, sidewalk or curb signs, outdoor advertising displays, tethered balloons or gas-filled figures shall not be used except as provided in section 25-18(14)(c):

Sec. 25-18. Exempted signs.

(14) *Temporary signs.*

c. Signs described in section 25-19(6)(a) will be permitted at the opening of a new business in a commercial or industrial district for a total period not to exceed seven (7) days and will be allowed in residential districts in conjunction with an open house or model home demonstration conducted by a real estate broker or subdivider for two (2) days before the opening of such a demonstration and not to exceed a total period of seven (7) days. Said signs shall be located wholly on the subject property.

(8) *"A" frame signs.* "A" frame or sandwich board, sidewalk or curb signs are prohibited.

(9) *Unclassified signs.* The following signs are also prohibited:

a. Signs which bear or contain statements, words or pictures of an obscene, pornographic character or which contain advertising matter which is untruthful.

e. Signs which purport to be, or are an imitation of, or resemble an official traffic sign or signal, or which bear the words "Stop," "Go Slow," "Caution," "Danger," "Warning" or similar words.

f. Signs which by reason of their size, location, movement, content, coloring or manner of illumination, may be confused with or construed as traffic-control signs, signals or devices, or the light of an emergency or road equipment vehicle, or which hide from view any traffic or street sign or signal and device.

Sec. 25-21. Supplementary regulations and limitations on permitted signs.

(10) *Setback line for detached signs.* For all detached signs, the leading edge of the sign shall be set back ten (10) feet from any lot line abutting an official right-of-way. All detached signs shall be set back a minimum of five (5) feet from any side lot line on interior lots except as otherwise provided in this chapter.

(16) *Permanent signs in rights-of-way.* Signs located on city, state or county (rights-of-way) shall be required to have written permission from the owning agency to have a sign. Said sign will need variance approval from the board of adjustment. Said sign shall be calculated as part of on-site property signage permitted. Sign placement shall be individually reviewed to insure vehicular and pedestrian visibility and access in and out of the area.

(18) *Hurricane warnings.* Within twenty-four (24) hours of a designated hurricane warning, as issued by the National Hurricane Center, the following type signs shall be removed:

a. All portable signs;

b. All banner or banner signs;

c. All outdoor advertising displays.

Said signs may be re-erected after the potential danger has passed.

Indian River County, FL

Indian River County Code of Ordinances

(<http://www.municode.com/resources/gateway.asp?pid=12232&sid=9>)

Section 956.16. Regulations for permanent identification signs requiring permits.

e) *Off-premise directional signs.* Off-premise directional sign shall be permitted after satisfying the following conditions:

1. *Off-premise directional signs area.* Sign area shall comply with Table I "Schedule of Regulations for Permanent Signs Requiring Permits," except that on I-95 the maximum area shall not exceed three hundred (300) square feet.

2. *Sign location.* Off-premise directional signs shall be located in the CG, CH, IL, or IG zoning districts. Off-premise signs may be allowed on the same site as on-premise signs provided that a

one thousand-foot separation distance is maintained between the off-premise sign and any other sign on the site.

3. *Spacing of signs.* Off-premise directional signs visible to the same flow of traffic on the same side of the main traveled way shall not be closer than one thousand (1,000) feet apart. More than one off-premise sign may be permitted on a single parcel provided such signs are spaced a minimum distance of one thousand (1,000) feet from all existing freestanding signs, except that on Interstate 95 sign separation distance shall be a minimum of one thousand five hundred (1,500) feet.

The minimum distance between two (2) off-premise signs located at the intersection of two (2) streets and facing different flows of traffic at right angles to each other shall be one hundred (100) feet apart. Back-to-back signs are permitted.

4. *Sign height.* Off-premise signs shall not exceed the height limitations for the district in which the sign is located, except that such signs located on Interstate 95 shall not exceed fifty (50) feet in height. In addition, section 956.18(2) provides for the board of county commissioners to review and take action on any such signs which may be protected by the Federal Highway Beautification Act of 1965 and/or Chapter 479, Florida Statutes.

Sebastian, FL (Indian River Lagoon NSB)

Land Development Code, City of Sebastian, FL

(<http://www.municode.com/resources/gateway.asp?pid=10310&sid=9>)

ARTICLE XVI. SIGNAGE AND ADVERTISING

Sec. 54-3-16.6. General requirements.

(h) *Appearance of signs:*

- (1) Shape, color, lettering, location and arrangement of signs shall be harmonious with the building design and surrounding landscape.
- (2) Every sign shall have good scale and good proportion in its design and in its visual relationship to buildings, surroundings, and other signs.
- (3) Colors shall be used harmoniously. Lighting shall be harmonious with the design. If external spot or flood lighting is used, it shall be arranged so that the light source is shielded from view.
- (4) No sign installed in the city on the effective date of this section shall become nonconforming based solely on this subsection 54-3-16.6(h), "Appearance of signs."

Miramar, FL

(Note: Miramar's Code is the only one I read that specifically prohibited "Advertising Signs" excepting those for "identification (where the name of the establishment happens to indicate a product or service offered).")

Land Development Code, City of Miramar, FL

(<http://www.municode.com/resources/gateway.asp?pid=13368&sid=9>)

Chapter 10: Signs

1005.3. Construction and materials.

(a) Structural requirements for signs are as follows:

1. All structural, electrical, and mechanical members utilized in the construction, erection, and operation of signs shall be concealed, except for vertical supports of other supporting members which are designed and arranged so as to be an integral part of the aesthetic composition of a sign.
2. All lettering or graphic characters one foot or larger on permanent signs shall extrude from or intrude into the sign face a minimum of three-eighths of an inch.
3. CBS, concrete block and stucco, construction is recommended for all permanent monument signs. Structural components shall not be covered by a material that is high gloss, reflective, or illuminated.

4. All wood permitted to be used for any part of a new or existing permanent sign, for replacement of an existing permanent sign, or for any part thereof, shall be rot and termite resistant. Marine wood may be used; however, the supports must be obscured from view. Routing or incising is encouraged. The wood must meet specifications in accordance with the standards of the American Wood Preservation Association, the applicable building code, or any other open-cell preservation treatment approved by the city's building division.

Sec. 1011. Specifically prohibited signs.

The following signs are specifically prohibited in the City of Miramar. If it is possible to define a sign using more than one of the definitions contained in section 1002, and one of the corresponding sign types is referenced in this section as being prohibited, then that sign shall be prohibited.

(a) Advertising sign, except for activity, contractor, family event, gasoline price, grand opening, marquee, menu board, identification (where the name of the establishment happens to indicate a product or service offered), real estate, window, and yard sale signs. No other advertising signage is permitted on the pump or canopy structure of a gasoline service station, other than as temporary window signs.